

Something to Tweet about

By Fevi Yu



Twitter is an extraordinary powerful online tool but even experienced information technology professionals have had issues understanding everything that it has to offer.

So how do you begin and what can Twitter do for your business in the Cayman Islands?

Twitter Basics

On the surface the Twitter interface looks like a giant sms screen where you can post messages no longer than 140 characters, referred to as 'tweets'. Originally designed as an online form of communication, it has developed into a platform for reading information that is relevant to your industry. More recently, 'tweets' have evolved to share interesting content found online and sharing real-time accounts from real people who are involved in a newsworthy event, crisis or natural disaster.

Retweets and other cool Apps

When you see a 'RT' at the beginning of a tweet it means that that is a Retweet from another user. Whenever you want to share information from someone else that you are following, just copy and paste the origi-

nal tweet and put an 'RT' with the credits of the original person with an '@' at the beginning. Retweets are a sure-fire way of getting content to spread like wildfire online. For anyone to RT your content, it will have to be interesting. To track Retweets you can use web tools such as Retweetradar, Retweetist and Tweetmeme.

Hashtags are metadata for tweets. They were created to allow groupings on Twitter without having to change the basic service. To track or follow hashtags use hashtags.org, which provides real-time tracking. Twemes offers real time tracking without the necessity of following a specific account. Other services such as Tweepchat, TweetGrid, and Twitterfall also follow hashtags.

A notable aspect of Twitter is the numerous applications that are readily available. Tweetdeck allows users to tweet in two clicks. Seismic desktop allows users to read, reply and send tweets from their desktops. Treetree helps users organise their conversations on one page.

Personal branding in Twitter

Reserve your Name, Fast – When signing up for Twitter, the name you want might no longer be available. So, instead of

getting your company name, for example @Easywebsites, you might end up having to use your name with a reference to the company. However, that could mean you end up with a Twitter name like @EasyFevi, which might not sit well with everyone!

Determine your objective – like most advertising you place on the papers, there must be an objective and a brand that people can identify as your company.

Be an expert in your field – and have your customers and other industry professionals follow you.

Funnel your online marketing brands to suit your marketing plan – just because you have a Twitter page it doesn't mean that everyone is going to start following you. You have to ensure that all your customers, clients and contacts know that you have a Twitter resource and one way of doing that is to ensure that your Twitter page is present in all your other online platforms such as your website, blog and Facebook fan page as well as YouTube, TripAdvisor and similar sites.

Once you get the Twitter bug there is no getting away from it. The readily available free information from the best of the best in your industry is highly addictive. **WH**

What's Hot